

File copy
WEEK OF
February 2, 1959

fashion calendar

january

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february

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

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19th YEAR • A WEEKLY PUBLICATION

july

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|---|------------------|-----------------------|
| <u>WEEK ENDING FRIDAY, JANUARY 30, 1959</u> | | | |
| Friday | PRESS PREVIEW OF | LEE CLAIRE, INC. | 530 SEVENTH AVENUE |
| Jan. 30 | SUMMER FASHIONS | | SHOWROOM - 14TH FLOOR |
| 12:00 Noon Luncheon | Lee Claire will present their Summer collection to the press and buyers. By invitation. Beginning Monday, Feb. 2 - daily showings at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI. 7-9470. | | |

WEEK BEGINNING SUNDAY, FEBRUARY 1, 1959

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| Sunday | SHOWING COUTURE COATS & SUITS DURING BRUNCH | DAVE BELLSEY CO. (512 SEVENTH AVE.) | HAMPSHIRE HOUSE FOUNTAIN ROOM |
| Feb. 1 | "Pink Champagne and Roses"--showing of couture coats and suits, available at Altman, Bergdorf Goodman, Lord & Taylor, Saks Fifth Avenue. Reservations -\$3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 E. 37th St., MU. 9-8542. | | |
| 1:00 P.M. Brunch | | | |
| Monday | PREVIEW OF FASHIONS FROM MAY ISSUE | SEVENTEEN MAGAZINE | 488 MADISON AVENUE 10TH FLOOR |
| Feb. 2- | | | |
| Feb. 20 | Complete showing of fashions and promotion plans from Seventeen's May issue. For store and buying office executives only. By appointment. | | |
| 9:00 A.M.- | | | |
| 5:00 P.M. | Contact: Anita Blanchard, PL. 9-8100. | | |
| Monday | PREVIEW OF SUMMER FASHIONS | CHARM MAGAZINE | 575 MADISON AVENUE SHOWROOM - 7TH FLOOR |
| Feb. 2- | | | |
| Feb. 27 | "Two Weeks With Pay"--preview of Summer fashions from the May issue; also review of fashions from April-June issues, at new showroom. By invitation <u>only</u> . Contact: Edith Loss, PL. 9-2080. | | |
| 9:00 A.M.- | | | |
| 5:00 P.M. | | | |

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

| | | | |
|------------------------------|-------------------------------|-----------------|------------|
| <u>MONDAY, FEBRUARY 2</u> | | | |
| David M. Goodstein, Inc. | 10:30 A.M. | 550 7th (24 Fl) | IA. 4-2577 |
| Davidow | By Appointment | 550 7th (21 Fl) | FE. 6-6909 |
| <u>TUESDAY, FEBRUARY 3</u> | | | |
| Lloyd Weill | 10:30 A.M. | 498 7th (22 Fl) | LO. 5-3041 |
| <u>WEDNESDAY, FEBRUARY 4</u> | | | |
| Sport-Craft, Inc. | 10:30 A.M. | 550 7th (12 Fl) | IA. 4-9724 |
| <u>FRIDAY, FEBRUARY 6</u> | | | |
| Zoltan Rosenberg Co. | 2:30; by appointment... | 550 7th (22 Fl) | IA 4-6691 |
| (Vera Stewart Originals) | | | |

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| Beginning | JUNIOR COLLECTION | SANDRA SAGE, INC. | 498 SEVENTH AVENUE |
| Monday | IN NEW SHOWROOM | | SHOWROOM - 4TH FLOOR |
| Feb. 2 | Continuous daily showings of the Sandra Sage junior dresses and ensembles in their new showroom. Contact: CH. 4-2677. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Monday | SUMMER FASHIONS BY GASTON MALLET | ARTHUR L. LEWIS, INC. | 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Feb. 2 | Gaston Mallet designed Summer evening and cocktail collection at continuous daily showings. Contact: Bernice Lewis, PE. 6-6250. | | |
| Beginning Monday | OPENING OF SUMMER COLLECTION | LADY GUILFORD | 1384 BROADWAY SHOWROOM - 10TH FLOOR |
| Feb. 2 | "Yankee Travelers"--Hope Mathew's Summer collection of separates and casual dresses. Continuous thereafter. Contact: Angela Coppa, LA. 4-2398. | | |
| Feb. 2- Feb. 6 | THE 24TH ANNUAL NOTIONS AND NOVELTY SHOW AT HOTEL NEW YORKER. Contact: Flo English, LO. 3-1000, Room 929. | | |
| Tuesday Feb. 3 | OPENING OF SUMMER COLLECTION | LLOYD WEILL | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| 10:30 A.M. | Showing of Lloyd Weill and Wiley Petites fashions on Tuesdays and Wednesdays at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041. | | |
| Tuesday Feb. 3 | OPENING OF SUMMER COLLECTION | SEYMOUR JACOBSON, INC. | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| 10:30 A.M. | Daily showings Monday through Friday at 10:30 A.M. By reservation. Contact: Don Robertus, CH. 4-3488. | | |
| Tuesday Feb. 3 | OPENING OF SUMMER COLLECTION | MARGOT, INC.; ARKAY; AND RAPPI | 498 SEVENTH AVENUE SHOWROOMS - 19 & 20 |
| 11:00 A.M.; 2:00 P.M.; 3:00 P.M. | Margot junior collection at 11:00 A.M. daily; Rappi (misses) at 2:00 P.M. daily; Arkay Junior Frocks at 3:00 P.M. daily. Contact: Ruth Scott, LO. 5-2626. | | |
| Tuesday Feb. 3 | PRESS PREVIEW OF SUMMER COLLECTION | ALISON | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| 12:00 Noon Luncheon | Summer collection designed by Miss Lucel. By invitation. Daily thereafter at 12:00 Noon. Contact: Jean Beck, WI. 7-0152. | | |
| Tuesday Feb. 3 | OPENING OF SUMMER COLLECTION | LANZ ORIGINALS, INC. | 1407 BROADWAY SHOWROOM - 26TH FLOOR |
| 12:00 Noon | Junior dresses and separates, Feb. 3, 4, 5, 10, 11, 12 from 12:00 Noon to 1:00 P.M. By reservation. Contact: Audrey W. Brock, OX. 5-3150. | | |
| Tuesday Feb. 3 | FASHION BENEFIT FOR CANCER MEMORIAL FUND | HENRI BENDEL (10 W. 57TH ST.) | HOTEL PLAZA BALLROOM |
| 12:30 P.M. Luncheon | Showing of fashions from Henri Bendel during luncheon for benefit of The Cancer Memorial Fund. Tickets: \$7.50. By invitation. Contact: Mrs. Evelyn Rafter, TR. 9-3000. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872. | | |
| Tuesday Feb. 3 | OPENING OF SUMMER DRESS COLLECTION | MR. MORT | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| 1:00 P.M. | Summer dresses, designed by Lee Evans and Mario Papiri, will be shown, Feb. 3 and 4 at 1:00 P.M. By admission card only. Contact: Miss Andrée, OX. 5-4760. | | |
| Tuesday Feb. 3 | OPENING OF SUMMER COLLECTION | CLAIRE MCCARDELL CLOTHES BY TOWNLEY | 550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| 2:30 P.M. | Summer collection designed by Mildred Orrick, at 2:30 P.M. on Feb. 3, 4, 5, 10, 11, 12, 17, 19. By reservation. Contact: Adele Nagel, LO. 4-2155. | | |

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| Tuesday Feb. 3 2:30 P.M. | OPENING OF SUMMER DRESS COLLECTION Summer dresses and ensembles, designed by Violet Daniels, L.O. 5-4850. | JERRY GREENWALD, INC. | 498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR Contact: Demi Feigen. |
| Tuesday Feb. 3 4:00 P.M. Cocktails | PREVIEW OF SUMMER JUNIOR FASHIONS Preview of Summer junior dresses and costumes designed by Patrick Porter By invitation. Continuous daily thereafter. Contact: LO. 4-1434. | JUNIOR ACCENT, INC. | 498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Beginning Tuesday Feb. 3 | OPENING OF SUMMER COLLECTION Joan Leslie's Summer collection at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700. | "CLOTHES FOR YOU" BY JOAN LESLIE | 1400 BROADWAY SHOWROOM - 16TH FLOOR |
| Beginning Tuesday Feb. 3 | PETITE AND MISSES SUMMER COLLECTION "Summer Enchantment"--opening of Summer collections of "Petti-4" custom sizes for the petite miss; and "Terry Rogers" misses sizes. <u>By appointment before February 3.</u> (Note Change of Date.) Contact: CH. 4-3558 | GROSS-SYDNEY, INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Beginning Tuesday Feb. 3 | OPENING OF SUMMER COLLECTION Continuous daily showings of Summer cocktail and formal collection, designed by Bill Underwood. Contact: Bill Rosenberg, WI. 7-0511. | DAVID MORRIS CO. | 525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Wednesday Feb. 4 9:00 A.M. Breakfast | PRESS PREVIEW OF SUMMER COLLECTION Cabana's Summer collection of sportswear, dresses, beachwear and play-clothes, designed by Pembroke Squires, for press and buyers. By invitation. Continuous daily thereafter at showroom. Contact: WI. 7-0326. Publicity: Margaret Hodge, PL. 5-7630. | CABANA BEACHWEAR CO. (1410 BROADWAY) | 500 CLUB 500 SEVENTH AVENUE |
| Wednesday Feb. 4 10:00 A.M. | OPENING OF SUMMER COLLECTION Showing of Summer beachwear, sportswear and dresses, designed by Greta Platty. Continuous daily. Contact: PE. 6-8680. | PLATTRY COUNTRY WEAR | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Wednesday Feb. 4 11:00 A.M. | OPENING OF SUMMER JUNIOR COLLECTION Showings <u>Feb. 4 and 5 at 11:00 A.M.</u> By reservation. Continuous daily thereafter. Contact: PE. 6-4885. | ELOISE CURTIS, INC. | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Wednesday Feb. 4 11:00 A.M. And 2:30 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Majestic Specialties will present their collection of color-coordinated Summer separates. For press and resident buying offices. By invitation. Continuous daily thereafter. Contact: Wanda Wheeler, LO. 4-3113. | MAJESTIC SPECIALTIES | 1410 BROADWAY SHOWROOM - 16TH FLOOR |
| Wednesday Feb. 4 11:30 A.M. Luncheon | PRESS PREVIEW OF SUMMER COLLECTION Preview of Mignon's Summer collection for the press and resident buyers. <u>Luncheon served at 12:00 Noon.</u> By invitation and reservation. Showings thereafter, <u>Feb. 10, 11, 12 at 11:30 A.M.</u> Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991. | MIGNON | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |

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| Wednesday Feb. 4 2:00 P.M. | PREVIEW OF SUMMER COLLECTION Preview of Summer junior dresses, designed by Betty Carol. By invitation. Daily thereafter at 2:00 P.M. Contact: Bettye Whiteman, CH.4-7373. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130. | MAM'SELLE DRESS, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Wednesday Feb. 4 2:30 P.M. | OPENING OF SUMMER SPORTSWEAR COLLECTION Showings of Summer sportswear daily at 2:30 P.M., except Fridays. Contact: Joseph Sussman, WI. 7-0132. | JAMISON CLASSICS, INC. | 498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| Wednesday Feb. 4 4:00 P.M. | PRESS PREVIEW: NEW JUNIOR COORDINATES The new firm of Ero Inc., will preview their collection of Summer Junior coordinates, designed by Art Williams, for press and buyers. By invitation. Continuous daily showings thereafter at <u>new showroom, 110 W. 40 St.</u> Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280. | ERO INCORPORATED (110 WEST 40TH ST.) | 27 EAST 37TH STREET 2ND FLOOR |
| Thursday Feb. 5 11:00 A.M. | OPENING OF SUMMER JUNIOR COLLECTION Showing of Reich-Goldfarb Summer junior fashions, designed by Mr. Sidney. Continuous thereafter. Contact: Judith Sidney, WI. 7-5374. | REICH-GOLDFARB & CO. | 498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| Thursday Feb. 5 12:00 Noon- 2:00 P.M. Buffet | PREVIEW: NEW LINES OF ICE CHESTS AND JUGS "The First Picnic Of The Season"--introduction of Hamilton-SKOTCH's three new lines of ice chests and jugs, in conjunction with David Crystal and Haymaker fashions. By invitation. Publicity: Saul L. Warshaw at Ruder & Finn, 130 East 59th Street, PL. 9-1800. | HAMILTON-SKOTCH CORP. | LAMBS CLUB 130 WEST 44TH STREET |
| Tuesday Feb. 5 2:00 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Preview of Rembrandt's Summer collection. By invitation. Thereafter daily at 2:00 P.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421. | REMBRANDT FROCKS, INC. | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Thursday Feb. 5- Feb. 6 2:30 P.M. | PREVIEW OF FIRST SPORTSWEAR COLLECTION Showing of a new kind of sportswear in Martex terry cloth, designed by Dorothy Magee. By invitation. Showings thereafter throughout February at Hotel York, Room 417. Contact: Dorothy Magee, WA. 9-2055. | DOROTHY MAGEE (BUCKS COUNTY, PA.) | N.Y.WELLESLEY CLUB BELMONT PLAZA-RM. 17F |
| Thursday Feb. 5 3:30 P.M. | PRESS PREVIEW OF SUMMER DRESSES Preview for the press of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. <u>Trade showings</u> Feb. 10, 11, 12, 13 at 10:30 A.M. By appointment. Contact: Bill Laird, IA. 4-8490. | EDWARD ABBOTT- WILSON FOLMAR | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Thursday Feb. 5 4:00 P.M. Cocktails | OPENING: SUMMER SPORTSWEAR COLLECTION Mr. Mort will present his Summer sportswear collection, designed by Reiko and Julie Isles. By admission card only. Contact: Miss Andre, OX. 5-4760. | MR. MORT SPORTSWEAR | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |

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| Thursday Feb. 5 4:00 P.M. | PREVIEW OF SUMMER COLLECTION Donald Brooks' Summer collection of daytime dresses for Hedges Ltd.; <u>also</u> Feb. 11 at 4:00 P.M. By invitation. Contact: 10. 3-4231. Publicity: Ruth Hammer Associates, Inc., 2 West 59th Street, EL. 5-7872. | DONALD BROOKS; HEDGES LTD. | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Friday Feb. 6 9:30 A.M. Breakfast | SHOWING OF MIDSUMMER COLLECTION Jacquelyn Ross of California will present her midsummer collection. By invitation. Thereafter at Savoy-Hilton Hotel. Publicity: Vera Bacal- Fredy Schey, 419 East 57th Street, PL. 3-8421. | JACQUELYN ROSS OF CALIFORNIA | HAMPSHIRE HOUSE COTTAGE |
| Friday Feb. 6 10:30 A.M. | PREVIEW OF SUMMER PETITE FASHIONS Summer fashions designed by Loet van der Veen. By invitation. Trade showings thereafter at 4:00 P.M. Publicity: Betty Yarmon, 10. 4-6874. | MORT SCHRADER "JEUNES PETITES" | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Friday Feb. 6 11:00 A.M. | PRESS PREVIEW OF SUMMER COLLECTION Trade showings on Feb. 10, 12, 17 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968. | B. H. WRAGGE, INC. | 550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Friday Feb. 6 1:15 P.M. | OPENING OF SUMMER COLLECTION Showing of afternoon, cocktail and evening dresses. Thereafter by appointment. Contact: Lucille Gordon, 10. 5-2727. | GOTHE | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Friday Feb. 6 2:30 P.M. | OPENING OF SUMMER COLLECTION Showing of daytime fashions designed by Vera Stewart. By appointment. Daily thereafter at 2:30 P.M. Contact: 1A. 4-6691. | ZOLTAN ROSENBERG CO. | 550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Friday Feb. 6 2:30 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Sam Friedlander's Summer afternoon, cocktail and evening fashions, for press and buyers. By invitation. Thereafter Feb. 9, 12, 17, 19 at 4:00 P.M. By reservation. Contact: Bernice Devine, FE. 6-2663. | SAM FRIEDLANDER, INC. | 530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR |
| Friday Feb. 6 3:30 P.M. Cocktails | PRESS PREVIEW OF SUMMER FASHIONS Preview of Semont's Summer collection to the press. By invitation. Continuous daily thereafter. Contact: Bill Kalman, WI. 7-6845. | SEMONT, INC. | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Saturday Feb. 7- Feb. 15 | "PARIS IN PERSON FASHION FLIGHT" Showings in Paris of Couturier collections and accessory round-up show. Eligible: fashion executives from retail stores, not including regular buyers; fashion executives from the shoe, handbag, hosiery, millinery, lingerie, foundation garment, costume jewelry, scarf and belt industries. Fee: \$1,749.50, covers entrance to collections and accessory show, air fare round trip and all expenses in Paris. Contact: Monique de Nervo at Edward Gottlieb & Associates, Ltd., 640 Fifth Avenue, JU. 2-7540. | CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE | PAN-AMERICAN JET IDLEWILD AIRPORT |
| Monday Feb. 9- Feb. 10 | EIGHTY-THIRD ANNUAL DOG SHOW Admission: \$2.50. Contact: Thelma Boalbey, EL. 5-4933. | WESTMINSTER KENNEL CLUB (22 EAST 60TH ST.) | MADISON SQUARE GARDEN 8TH AVENUE & 49TH ST. |

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| Monday Feb. 9 10:30 A.M. | OPENING OF SUMMER COLLECTIONS Leonard Arkin's Summer collection at 10:30; Andrew Arkin's at 11:30 and daily thereafter. By reservation. Contact: Lois Lapper, WI. 7-5324. | LEONARD ARKIN; ANDREW ARKIN | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Monday Feb. 9 4:00 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Preview of Hannah Troy's Summer collection. By invitation. Thereafter at 1:00 P.M., Feb. 10, 11, 12, 17, 18, 19, 24, 25. Contact: Marie Shapiro, LO. 3-0988. | HANNAH TROY, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Monday Feb. 9 4:00 P.M. | PREVIEW OF SUMMER COLLECTION Rosalie Macrini's collection of Summer cocktail and evening fashions. Thereafter Feb. 10, 12, 16, 18, 19. By reservation. (Note Change Of Date.) Contact: Jo MacLeod, CH. 4-2655. | ROSALIE MACRINI, INC. | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Beginning Monday Feb. 9 | OPENING OF SUMMER COUTURE COLLECTION Showing of couture Summer collection, daily until Feb. 19. By appoint- ment. Publicity: Helen O. Borger, LE. 5-9754. | WERLE ORIGINALS (LOS ANGELES, CAL.) | SAVOY-HILTON HOTEL ROOMS 2702-3 |

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA, INC. (FOGA)

MONDAY, FEBRUARY 9

Paul Parnes Corp. 2:15 P.M. 498 7th (10 Fl) CH. 4-4600

TUESDAY, FEBRUARY 10

| | | |
|-------------------------------|-----------------|----------------------------|
| David Levine Co. | 9:00 A.M. | 530 7th (21 Fl) LA. 4-0237 |
| Ben Reig, Inc. | 10:00 A.M. | 498 7th (23 Fl) CH. 4-1542 |
| Rudolf Gowns | 10:30 A.M. | 530 7th (12 Fl) WI. 7-6865 |
| Herbert Sondheim, Inc. | 10:30 A.M. | 530 7th (20 Fl) LA. 4-7540 |
| Jobere, Inc. | 11:45 A.M. | 530 7th (30 Fl) PE. 6-1938 |
| Harvey Berin Ltd. | 1:00 P.M. | 530 7th (7 Fl) PE. 6-0206 |
| Wm. Fox-Visioni Corp. | 1:00 P.M. | 498 7th (18 Fl) CH. 4-2659 |
| Junior Sophisticates Co. | 1:00 P.M. | 498 7th (4 Fl) LO. 4-0462 |
| Hannah Troy, Inc. | 1:00 P.M. | 530 7th (2 Fl) LO. 3-0988 |
| David E. Gottlieb, Inc. | 1:15 P.M. | 530 7th (4 Fl) LO. 5-2727 |
| Grabois | 1:15 P.M. | 498 7th (5 Fl) CH. 4-2767 |
| Branell | 2:30 P.M. | 530 7th (27 Fl) PE. 6-6983 |
| A. Goodman & Co., Inc. | 2:30 P.M. | 530 7th (17 Fl) WI. 7-4077 |
| Ed. Gerrick, Inc. | 4:00 P.M. | 550 7th (7 Fl) LO. 4-1820 |
| Harmay | 4:00 P.M. | 498 7th (22 Fl) PE. 6-5547 |
| Rosalie Macrini, Inc. | 4:00 P.M. | 550 7th (11 Fl) CH. 4-2655 |
| Samuel Winston, Inc. | 4:00 P.M. | 530 7th (11 Fl) CH. 4-2617 |
| Ben Barrack, Inc. | Continuous | 498 7th (7 Fl) LO. 4-3923 |
| Grobe Originals, Inc. | Continuous | 498 7th (16 Fl) BR. 9-8394 |
| Myron Herbert, Inc. | Continuous | 530 7th (20 Fl) LO. 4-6830 |

WEDNESDAY, FEBRUARY 11

Nat Kaplan, Inc. 1:15 P.M. 498 7th (21 Fl) LO. 5-4115

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| Tuesday Feb. 10 9:00 A.M. | OPENING OF SUMMER COLLECTION Showings Feb. 10, 17 at 9:00 A.M., Feb. 11, 12, 18 at 2:30 P.M. (Note Change Of Dates.) Contact: Miss Fritzi, LA. 4-0237. | DAVID LEVINE CO. | 530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
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May 26 @ 9:00 A.M. Thereafter 230

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Feb. 10 9:30 A.M. Picnic Breakfast | PRESS PREVIEW OF SUMMER COLLECTION Preview for press of the Adele Simpson Summer collection. By invitation. Trade showings at 10:00 A.M., Feb. 11, 12, 13, 18, 19. By reservation. Contact: LA. 4-7626. | ADELE SIMPSON, INC. | 530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Tuesday Feb. 10 10:30 A.M. | OPENING OF SUMMER COLLECTION Showing of Oleg Cassini's Summer collection--Feb. 10, 11, 12, 17, 18, 19 at 10:30 A.M. By appointment. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Associates, 38 East 57th Street, PL. 5-0868. | OLEG CASSINI, INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Tuesday Feb. 10 10:30 A.M. | PRESS PREVIEW OF SUMMER COLLECTION By invitation. Showings thereafter Feb. 11, 12, 17, 19 at 10:30 A.M. By appointment. Contact: Eli Lehrman, LO. 4-0616. | MARTINI DESIGNED, INC. | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Tuesday Feb. 10 11:30 A.M. | PRESS PREVIEW OF SUMMER DRESSES Abe Schrader will present his Summer collection, designed by Belle and Will Saunders. By invitation. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194. | ABE SCHRADER CORP. | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Tuesday Feb. 10 11:45 A.M. | PRESS PREVIEW OF SUMMER FASHIONS Preview of late day and evening fashions for press and buyers. By invitation. Luncheon showings thereafter Feb. 12, 17, 19 at 11:45 A.M. By appointment. Contact: Joseph Speaker, FE. 6-1938. Publicity: Alfred Davidson Assoc., Inc., 38 East 57th St., PL. 5-0868. | JOBÈRE, INC. | 530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| Tuesday Feb. 10 12:00 Noon | SUMMER COLLECTION BY LUIS ESTEVEZ Preview for the press of Summer fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon. Contact: LO. 4-5820. | GRENELLE-ESTEVEZ, LTD. | 550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Tuesday Feb. 10 12:00 Noon | OPENING: COUTURE SUMMER FASHIONS "Summer Fashions"--showing of daytime, cocktail and evening fashions. Daily at 12:00 Noon. By reservation. Contact: Phyllis Youngheart, CH. 4-5963. | COUNTESS ALEXANDER | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Tuesday Feb. 10 1:00 P.M. | OPENING OF SUMMER COLLECTION Junior Sophisticates' Summer collection at 1:00 P.M. daily. Contact: Ellen Roselle, LO. 4-0462. | JUNIOR SOPHISTICATES | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Tuesday Feb. 10 1:00 P.M. | OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore at 1:00 P.M., Feb. 10, 11, 12, 17 and 19. Contact: BR. 9-1195. | TALMACK, INC. | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Tuesday Feb. 10 1:15 P.M. | OPENING: SUMMER COCKTAIL AND EVENING DRESSES Daily showings at 1:15 P.M. Contact: Marian Auley, LA. 4-7690. | FRANK STARR, INC. | 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Feb. 10 2:30 P.M. | OPENING OF SUMMER DRESS COLLECTION Showing Feb. 10, 11, 12, 17, 18, 19 at 2:30 P.M. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130. | BRANEILL | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Tuesday Feb. 10 2:30 P.M. | OPENING OF SUMMER COLLECTION Jerry Parnis' Summer collection for A. Goodman will be presented at 2:30 P.M. Thereafter Feb. 11, 12, 13, 16, 17, 18, 19 at 2:30 P.M. Contact: WI. 7-4076. | A. GOODMAN & CO. | 530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Tuesday Feb. 10 3:00 P.M. | PREVIEW OF SPRING AND BOUTIQUE COLLECTIONS Eleanora Garnett will present her Spring custom-made and Boutique collections to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248. | ELEANORA GARNETT | 47 EAST 51ST STREET SALON |
| Tuesday Feb. 10 4:00 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Tina Leser's Summer collection, with showings at 2:30 P.M. thereafter. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL.3-5556. | TINA LESER | 550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Tuesday Feb. 10 4:00 P.M. | OPENING OF SUMMER DRESS COLLECTION Showing of Summer dress collection designed by Kasper for Arnold-Fox, at 4:00 P.M., Feb. 10, 11, 17, 18. Contact: CH. 4-3914. | ARNOLD-FOX | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Tuesday Feb. 10 4:00 P.M. | OPENING OF SUMMER COLLECTION Harmay's collection of dresses, costumes and suits. Daily thereafter at 4:00 P.M. By reservation. Contact: FE. 6-5547. Publicity: Pauline Greene at Charles Charney, 101 West 55th Street, PL. 7-0955. | HARMAY | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Tuesday Feb. 10 5:00 P.M. | PREVIEW OF SUMMER COLLECTION Ceil Chapman will present her Summer collection to the press. By invitation. Thereafter at 2:30 P.M. Contact: LA. 4-5800. | CEIL CHAPMAN | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Beginning Tuesday Feb. 10 | OPENING OF SUMMER COLLECTION Daily showings. By appointment. Publicity: Virginia Dickson, IO.3-4358. | VERA MAXWELL | 530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR |
| Beginning Tuesday Feb. 10 | OPENING OF SUMMER COLLECTION Continuous daily showings of the Lentz Summer collection in petite sizes. Contact: Isabel Mendelsohn, IO. 4-5316. | LENTZ DIMUNITIVES | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Beginning Tuesday Feb. 10 | OPENING OF SUMMER JUNIOR COLLECTION Continuous daily showings of junior daytime and cocktail fashions, designed by Frances Prisco. Contact: FE. 6-2642. | TED BROWN, INC. | 1400 BROADWAY SHOWROOM - 8TH FLOOR |
| Feb. 11 | ASH WEDNESDAY (First Day of Lent). | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday Feb. 11 10:30 A.M. | OPENING OF SUMMER COLLECTION Malcolm Charles' Summer collection, designed by Frank Adams, Feb. 11, 12, 17, 18, 19 at 10:30 A.M. Contact: Muriel Morris, IA. 4-7690. Publicity: Laura Cantor, IA. 4-7690. | MALCOLM CHARLES | 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| Wednesday Feb. 11 12:30 P.M. Luncheon | SPRING AND SUMMER FASHIONS AT LUNCHEON Showing of Spring and Summer couture fashions and H.B.A. furs designed by Martier-Raymond; millinery by Rene Teillard. Press by invitation. Public by reservation (\$4.50). Contact: "Headwaiter", EL. 5-3000. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU.9-8542. | MARTIER-RAYMOND (36 CENTRAL PARK SO.) | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Feb. 11 1:15 P.M. | OPENING OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By reservation. <u>Daily showing thereafter at 1:15 P.M.</u> Contact: Dorothea Manning, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133. | NAT KAPLAN, INC. | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Wednesday Feb. 11 4:00 P.M. Cocktails | PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses and coordinates by McMullen, for press and buyers. By invitation. Continuous thereafter. Contact: Esther Reifer, OX. 5-4270. | J. R. McMULLEN CO. | 530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR |
| Thursday Feb. 12 12:30 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Showing of Branell's Spring fashions available at Best & Co. Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL.9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | BRANELL (530 SEVENTH AVENUE) | HOTEL PLAZA TERRACE ROOM |
| Thursday Feb. 12 4:30 P.M. Cocktails | PREMIERE SHOWING OF SUMMER DRESSES "Alan Phillips Time"--first preview of Summer dress collection designed by Alan Phillips, for press and buyers. By invitation. Continuous daily thereafter at showroom. Publicity: Ken R. Williams Assoc., WI. 7-4471. | ALAN PHILLIPS INC. (225 WEST 36TH ST.) | 500 CLUB 500 SEVENTH AVENUE |
| Tuesday Feb. 17 10:30 A.M. | OPENING OF SUMMER COLLECTION Showing of Jane Derby's collection, Feb. 17, 18, 19, 24, 26 at 10:30 A.M. By appointment. Contact: Estelle Marr, IA. 4-9350. | JANE DERBY | 550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Tuesday Feb. 17 12:30 P.M. Luncheon | SPRING FASHIONS DURING LUNCHEON Showing of Herbert Sondheim's Spring collection available at Bonwit Teller. Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 5-1000. Sondheim contact: IA. 4-7540. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790. | HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE) | SHERATON-EAST HOTEL BALLROOM |
| Tuesday Feb. 17 4:00 P.M. Cocktails | PREVIEW: "CHRISTINA" SUMMER COLLECTION Tina Leser's "Christina" Summer collection, a group of day and late day- time dresses and costumes in new imported Dutch fabrics, embroideries, Summer cottons and silks. By invitation. <u>Thereafter Feb. 18 at 4:00 P.M.</u> By reservation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556. | TINA LESER, INC. | 550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Feb. 17 4:30 P.M.- 7:00 P.M. Cocktails | PREVIEW: SWEATERS AND SEPARATES BY GIVENCHY First U.S. preview of Hubert Givenchy's special Paris collection of sweaters and separates in "Orlon" acrylic fiber, including new textured filament yarn, at continuous showings. By invitation. Press contact: Dorothy Gromann, LO. 3-6400, Ext. 404. <u>Trade showings, Thurs., Feb. 19,</u> <u>4:30 P.M. - 7:00 P.M. Cocktails.</u> By invitation. Trade contact: Jean Lindsay, LO. 3-6400, Ext. 505. | DU PONT COMPANY | SAVOY-HILTON HOTEL LE CHATEAU - 11TH FL. |
| Tuesday Feb. 17 5:00 P.M. | SUMMER COLLECTION BY PAULINE TRIGERE Press preview of Pauline Trigere's Summer collection. By invitation. Trade showings Feb. 18 and 19 at 2:30 P.M. By appointment. Contact: Marge Conner, LO. 3-1600. | TRIGERE, INC. | 550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| Wednesday Feb. 18 11:00 A.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | MAINBOCHER | 6 EAST 57TH STREET SALON |
| Wednesday Feb. 18 4:30 P.M. | PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Preview of Spring fashions by Virginie of Paris exclusive at "Miss Bergdorf" Shop. By invitation. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 4TH FLOOR "MISS BERGDORF" SHOP |
| Thursday Feb. 19 12:00 Noon Luncheon | COSMETIC & MILLINERY LUNCHEON MEETING "The Big Change" introducing "The Lunar Look--Heavenly Hats". Guest Speaker: Eugenia Sheppard. Chairmen: Conoldine Burnett (Millinery); Kathleen Spencer Cory (Cosmetics). Prices: \$7.00, members; \$8.00, guests. Contact: CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| Thursday Feb. 19 12:30 P.M. Luncheon | MADE-IN-EUROPE SPRING FASHIONS AT LUNCHEON Showing of Macy's Spring made-in-Europe fashion collection. Press by in- vitation. Public by reservation; contact: "Banquet", PL. 9-3000. Macy Publ.: Ann Miller, OX. 5-4400, Ext. 2260. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | MACY'S NEW YORK | HOTEL PLAZA TERRACE ROOM |
| Tuesday Feb. 24 12:30 P.M. Luncheon | COATS & SUITS AT LUNCHEON SHOW Spring coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Frechtel contact: PE. 6-1310. Fashion Show Director: Mary Alice Rice, CI. 6-1790. | HARRY FRECHTEL (205 WEST 39TH ST.) | WALDORF-ASTORIA PEACOCK ALLEY |
| Tuesday Feb. 24 4:00 P.M. Champagne | PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his Spring-Summer custom order collection of daytime and evening fashions created by him in Paris, and to be produced there. By invitation. Publ.: Kay Inglis-Jones, PL. 9-3000. | BOB BUGNAND, INC. (117½ E. 67TH ST.) | ST. REGIS HOTEL LOUIS XVI SUITE |
| Wednesday Feb. 25 3:00 P.M. | PREVIEW: SPRING- SUMMER FASHIONS "Elizabeth Arden Spring-Summer Collection". By invitation. Publicity: Alan McGeehan at Rasponi Associates, 667 Madison Avenue, TE. 8-8171. | ELIZABETH ARDEN | 691 FIFTH AVENUE 2ND FLOOR |